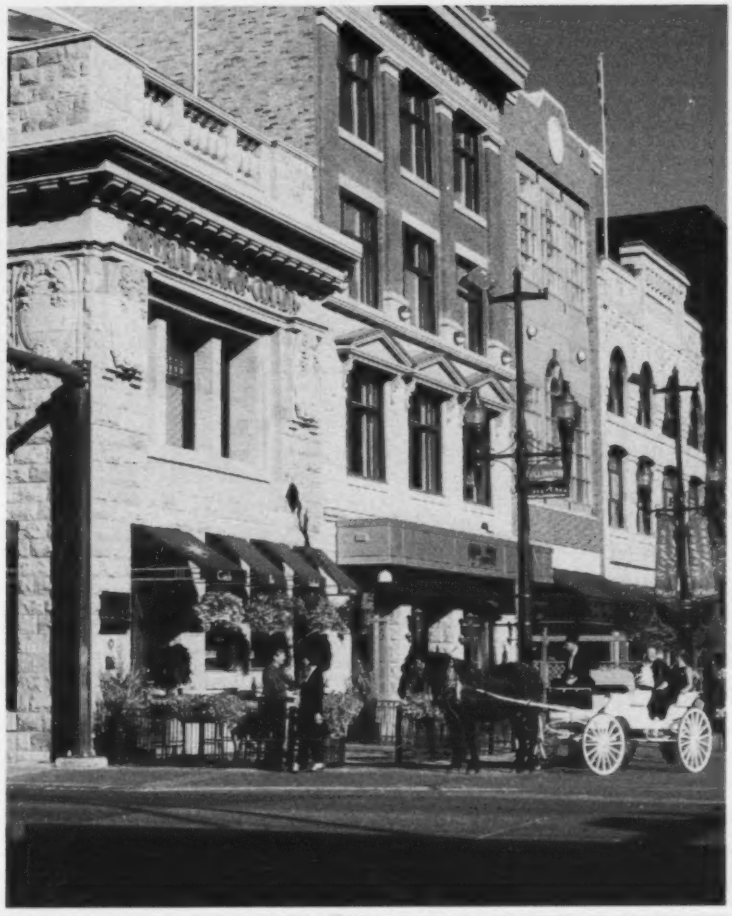

INDUSTRY PROFILES

Retail Trade Industry

July 2010

Government of Alberta
Employment and Immigration

Overview:

The Retail Trade industry[1] in Alberta includes two types of retailers:

- stores that attract walk-in customers for products and related services; and
- non-store retailers who reach customers and market merchandise via other methods (i.e. infomercials, direct-response advertising, traditional and electronic catalogues, in-home demonstrations and vending machines).

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[1] North American Industry Classification System (NAICS) major groups 44 and 45

Section A: Business Environment

1. 2009 Employment and Unemployment Numbers and Rates:

	Alberta	Retail Trade Industry
Number of employed	1,988,100	225,800
Percent employed in the industry		11.4%
Number of unemployed	139,700	14,400
Unemployment rate	6.6%	6.0%

Data Source: Labour Force Historical Review 2009, Statistics Canada

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry Growth:

- Employment in the Retail Trade industry is expected to grow on average 2.9% annually from 2010 to 2013.
- Approximately 25,800 jobs will be created between 2010 and 2013. Employment is expected to increase to 251,600 by 2013.
- This industry is expected to provide 14.5% of all new jobs in Alberta between 2010 and 2013.

For more information, see the Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2009 – 2013, Industry Employment Outlook[4] online and the Alberta Learning Information Service (ALIS)[5] website's industry descriptions.

[2] See http://www.employment.alberta.ca/BI/67.html
[3] See: http://www.statcan.gov.ca
[4] See http://www.employment.alberta.ca/documents/LMI/LMI-LMF_2009-13_cops.pdf
[5] See http://www.alis.alberta.ca

Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Retail Trade industry accounted for 5.1% of Alberta's Gross Domestic Product in 2009, up from 3.9% in 1999. This industry was the largest employer and its share of Alberta's total employment was 11.4% in 2009, the same as in 1999.

Employment in 2009 was 1.7% lower than its level in 2008. Over the last ten years, employment increased from 175,700 people in 1999 to 225,800 people in 2009.

The *Alberta Occupational Demand Outlook 2009-2013* indicates that demand for labour in various occupations within this industry will increase from 2010 to 2013. For example, labour demand in the Retail salesperson and sales clerk occupations is expected to increase at an annual average rate of 2.2% from 2010 to 2013. Similarly, labour demand in the Cashiers and Managers in retail trade occupations is expected to increase at annual average rates of 2.4% and 2.3%, respectively, from 2010 to 2013.

3. Size of Businesses in Alberta and the Industry:

Establishment Size	Alberta Businesses*		Trade** Businesses	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	561,300	34.3%	108,500	39.6%
20 to 99 employees	582,500	35.6%	108,100	39.5%
100 to 500 employees	298,700	18.3%	52,100	19.0%
Over 500 employees	194,000	11.9%	5,100	1.9%

Data Source: Labour Force Historical Review 2009 Statistics Canada

* Percentages may not add up to 100 due to rounding.

** Both Wholesale and Retail Trade are included.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the combined industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations that can be found in the Retail Trade industry include:

- cashier;
- direct distributor;
- optician;
- pharmacist; and
- retail store manager.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Age and Gender:

According to the Labour Force Survey, the gender breakdown in the Retail Trade industry is as follows:

- women employed: 124,700 people, or 55.2%
- men employed: 101,100 people, or 44.8%

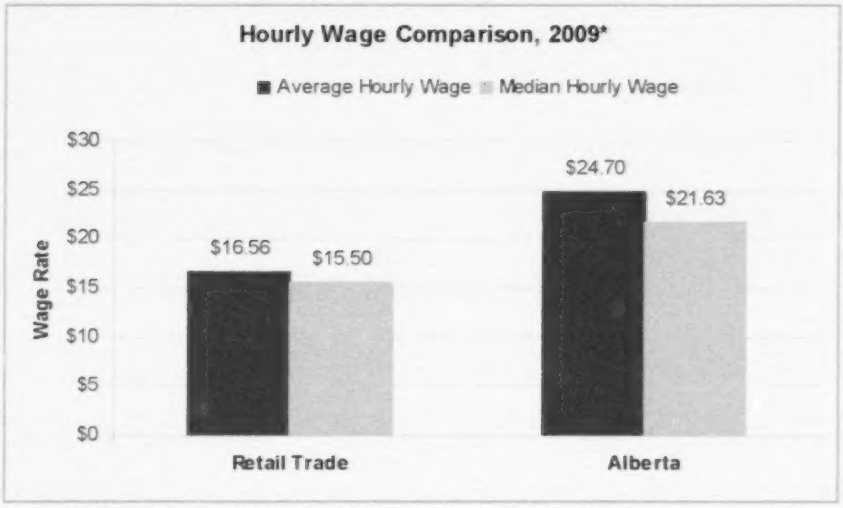
In Alberta, women accounted for 45.4% and men made up 54.6% of total employment.

Age Characteristics	Alberta Employees		Retail Trade Industry Employees	
	Number	%	Number	%
15-24 years	316,400	15.9%	73,100	32.4%
25-54 years	1,356,400	68.2%	123,200	54.5%
55 years and over	315,300	15.9%	29,500	13.1%

Data Source: Labour Force Historical Review 2009, Statistics Canada

[6] See http://www.alis.alberta.ca/occinfo

3. Wages:



Data Source: Labour Force Historical Review 2009, Statistics Canada
* The median hourly wage is for wholesale and retail trade combined.
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Pharmacist	$ 41.87	$ 46.67	$ 58.76	$ 93,529
Retail trade manager	$ 21.98	$ 25.95	$ 31.36	$ 55,354
Optician	$ 14.84	$ 18.39	$ 23.32	$ 36,857
Retail salesperson and sales clerk	$ 11.45	$ 14.10	$ 19.25	$ 23,567

Data Source: 2009 Alberta Wage and Salary Survey

For information on wages, refer to the WAGEinfo[7] website. For job descriptions, duties, required skills and education requirements for specific occupations in the Retail Trade industry, visit the ALIS[8] website.

[7] See http://www.alis.alberta.ca/wageinfo
[8] See http://www.alis.alberta.ca

Section C: Additional Information

1. Links to Selected Industry Associations:

- Retail Council of Canada
  (http://www.retailcouncil.org)
- Motor Dealers' Association of Alberta
  (http://www.mdaalberta.com)
- Alberta Pharmacists' Association
  (http://www.rsa.ca)
- Canadian Federation of Independent Business
  (http://www.cfib.ca)

2. Link to Government Library Database:

http://www.servicelink.gov.ab.ca/libraries/workplace